



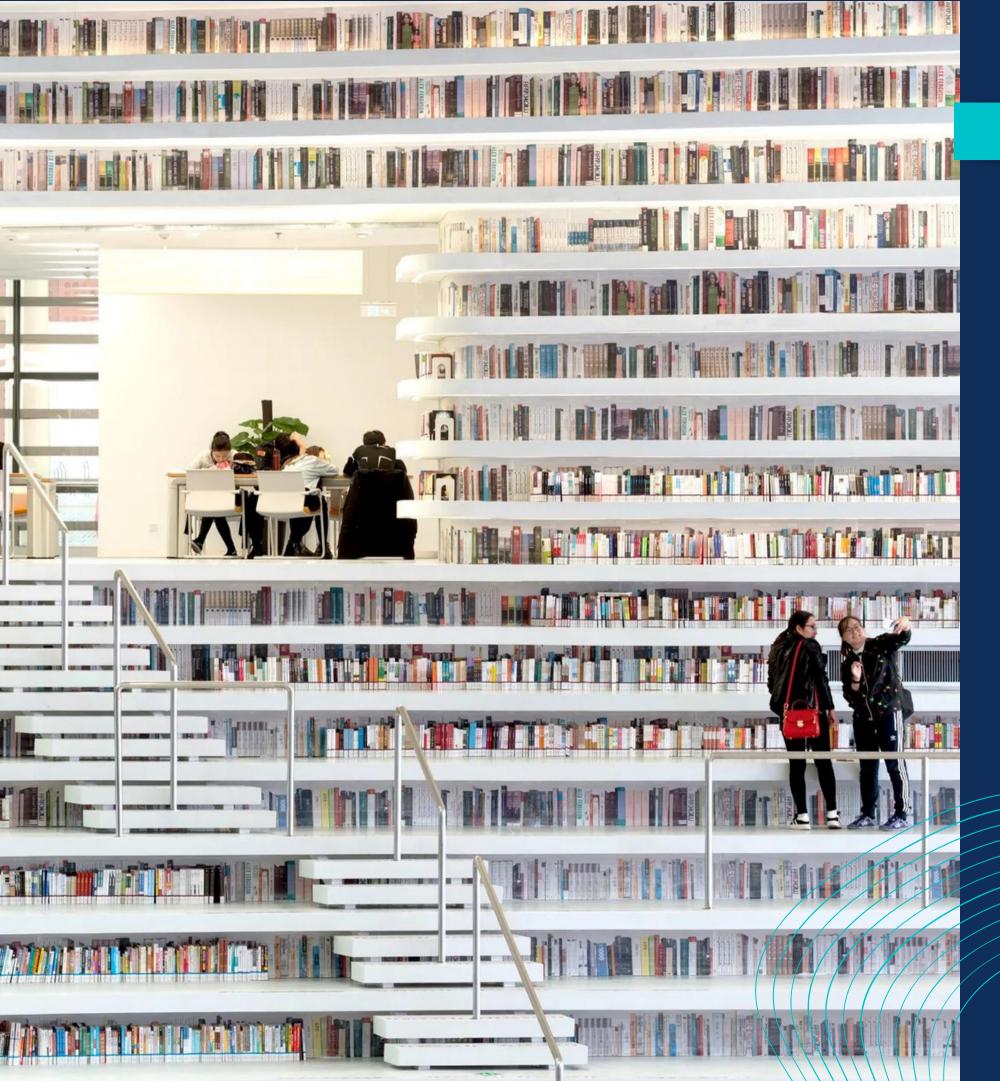
Master in Planning and Management of Tourism Systems/



Editorial Plan

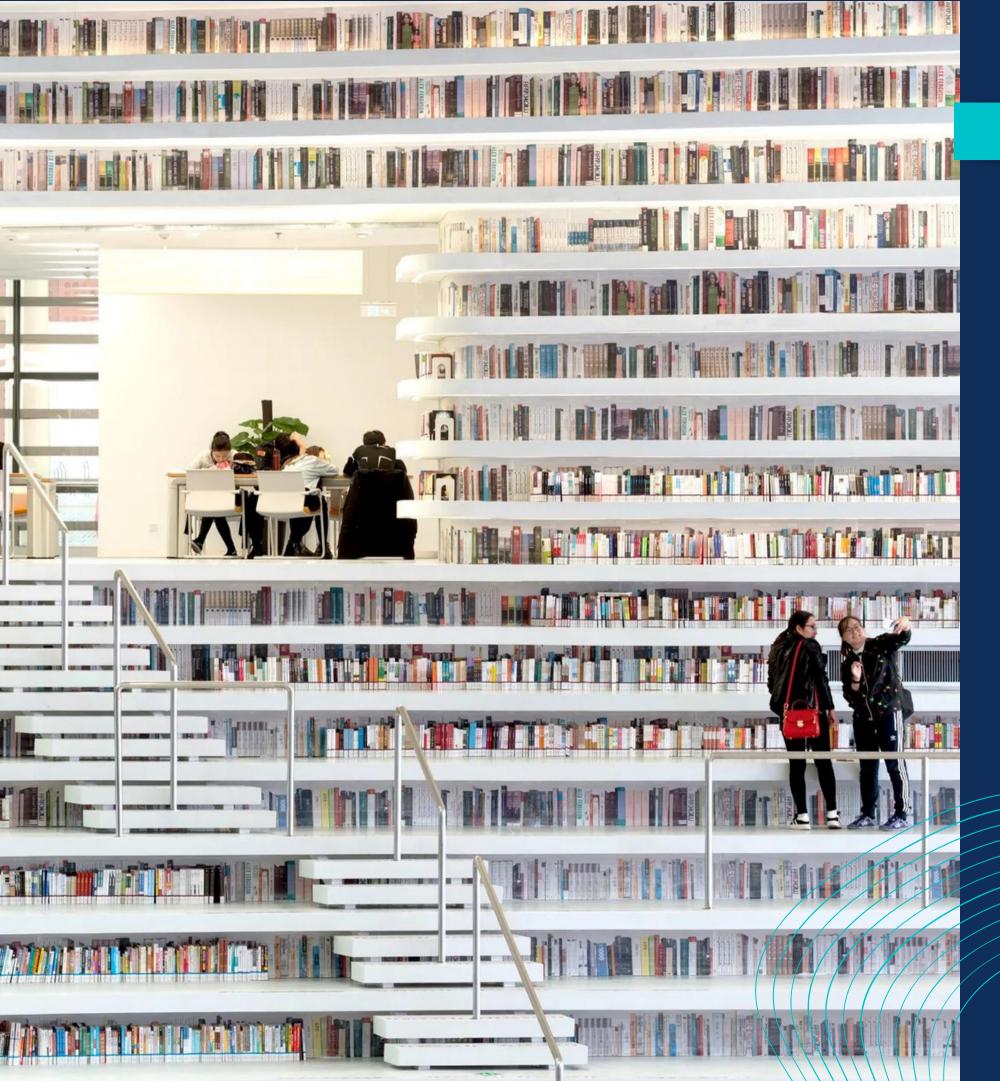
- Community management -

Nicola Cortesi





Every community must be designed in advance





People must belong to a system that is vertically organized by you. Its you who define the structure and the rules of conduct of your community





The Editorial Plan is a document that plan in advance all the contents, objectives and the social media you use







It is the overall strategy, not the day-to-day content (the editorial calendar)







You decide to publish something every Monday, something different every Tuesday and so on, before you know exactly what you will write







Why do you post?
Not to receive likes,
but because every
post has one or more
objectives







The objective(s) of a post can be:

1) Awareness:

increase the visibility of your community, or be recognized as experts of that niche





2) Engagement: increase the interactions between the members of the community by solving their problemes, generatng trust, or starting conversations and debates





3) Conversion:
convert your members
in clients to sell your
products (if you have a
brand)







4) Data:
obtain the email,
telephone number
and other personal
data of your members

EDITORIAL PLAN OF THE SMART TREKKERS GROUP



4	A	В	С	D	Е	F	G	
1	Type of post	Objective	Can share	Author	Format	Social	Day	Hashtag
2	Information on workation	Awareness	Yes	Admin	Article, photo, video, podcast	Fb group		#terrealte #smartworking #wo
	Polls Surveys or Chestions	Engagement, Data (email addresses)	No	Admin	Poll, text, link to a google form	Fb group		#terrealte #smartworking #tur
4	Info for beginners	Awareness	No	Admin	Text, photo, video	Fb group		#terrealte #smartworking #tur
5	Invitation to a webinar	Awareness	Yes	Admin	Article, link to webinar, photo	Fb group		#terrealte #smartworking #tur
6	Welcome post	Engagement	No	Admin	Article, photo	Fb group	Every Monday at 13.00	none
		Engagement	Yes	Admin	Article, photo, map	Fb group	Every Wednesday at 9.00	#trekking #smartworking #wo
8	Reviews of accommodations for workation	Conversion	Yes	Admin	Article, photo, video	Fb group		#terrealte #smartworking #wo
9	Info on the technology and IT for workation	Engagement	No	Admin	Article, photo	Fb group		#terrealte #smartworking #wo
10	Update map with accommodations for workation	Awareness, Conversion	No	Admin	Article, link, map	Fb group		#terrealte #smartworking #wo
11	External links to news on workation and smart working	Engagement	No	Admin	Article, link, photo	Fb group		#remoteworking #smartworking
12	Post of group members that ask questions and tell their histories	Engagement	No	Members	Article, photo	Fb group		#terrealte #smartworking #tur
		Engagement	No	Members of startups	Article, photo, video	Fb group		#lavorarenelbosco #immersine
		Conversion	No	Owners of accommodations	Article, photo	Fb group		#viaggiare #travel #italy

It has 14 types of contents and 4 objectives

TEMPLATE OF THE EDITORIAL PLAN



N	Α	В	С	D	Е	F	G	
1	Type of post	Objective	Can share	Author	Format	Social	Day	Hashtag
2	Information on workation	Awareness	Yes	Admin	Article, photo, video, podcast	Fb group		#terrealte #smartworking #wo
	Polis Surveys or Chestions	Engagement, Data (email addresses)	No	Admin	Poll, text, link to a google form	Fb group		#terrealte #smartworking #tur
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		Engagement	No	Members of startups	Article, photo, video	Fb group		#lavorarenelbosco #immersine
	Post of the owners of accommodations for smart workers	Conversion	No	Owners of accommodations	Article, photo	Fb group		#viaggiare #travel #italy

New file In the Moodle: "Template of the Editorial Plan"





TASKS FOR NEXT LESSON

- if you didn't do it already, fill the spreadsheet for sharing post available in the Moodle and insert its link in column 15 of the Community Sheet
- write another post and share it using your template for sharing posts
- publish a post in the chosen community of Anna Zandegiacomo Sampogna (#6 in the Community sheet: https://www.facebook.com/groups/dolomitesforbeginners/)
- like and comment the other posts of the chosen community